

# North Bay Project



**February 24,  
2005**

**City of Seattle  
Planning  
Commission**

# Presentation Overview

- **Project Area**
- **Project Objectives**
- **Market & Financial Analysis**
- **EIS Process & Alternatives**
- **Fiscal & Economic Impact Analysis**
- **Framework Development Plan**

# Project Area



# Project Area

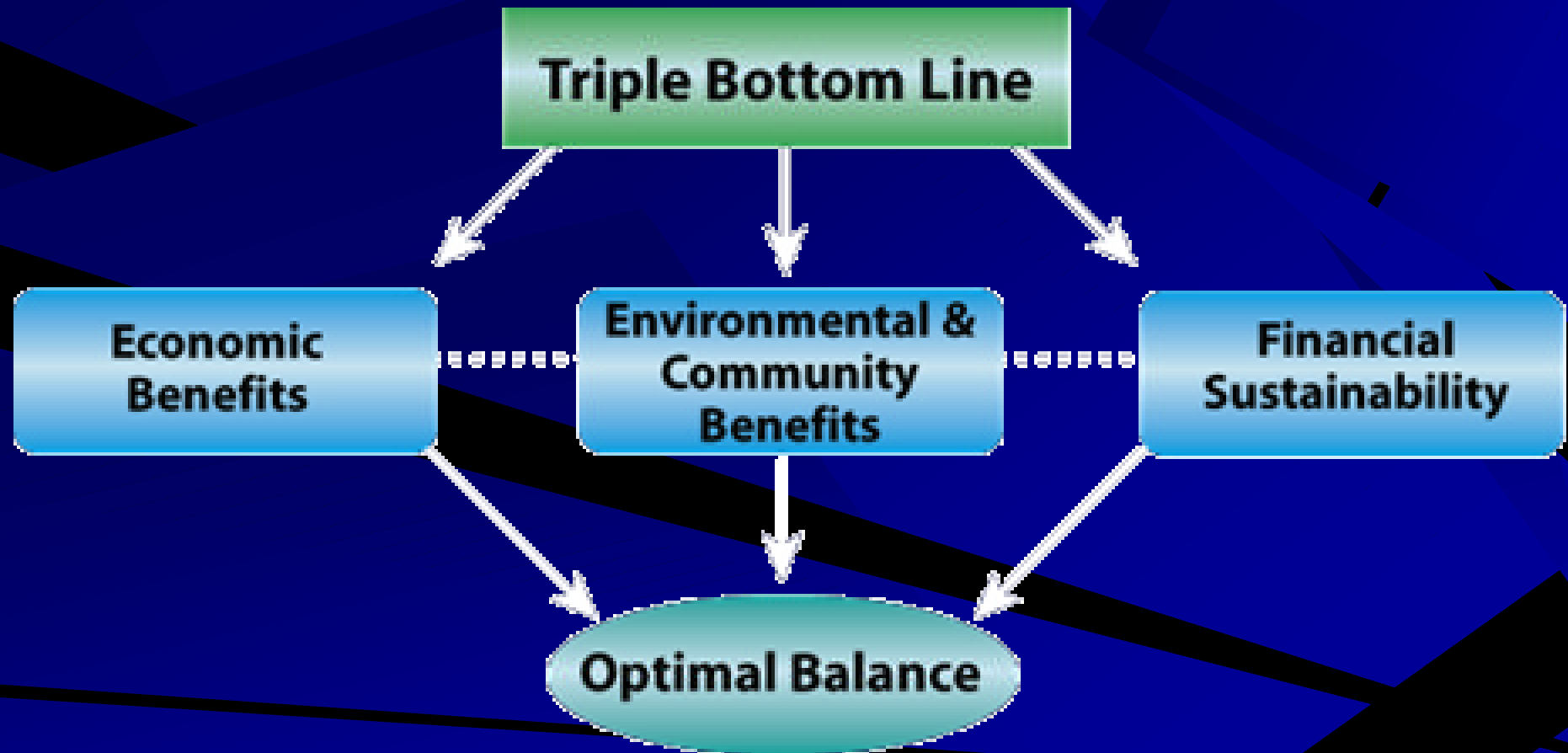


# Project Objectives

# Why is the Port Undertaking this Project?

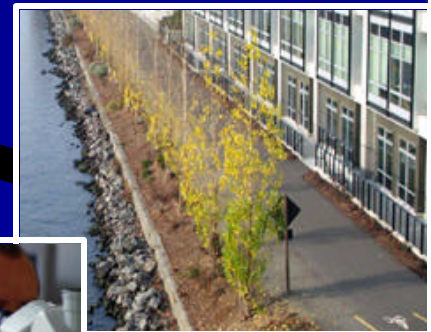
- **HDS-21 Strategic Planning effort**
  - *Adopted in June 2001*
  - *Community-wide advisory committee*
  - *One focus area was Terminal 91*
  - *Recommendations made:*
    - Master plan uplands acreage
    - Keep Piers 90 and 91 in water-dependent uses
  - *Off loading cars ended in 2001*

# Port's Triple Bottom Line



# Mission Statement

**To transform North Bay into a dynamic and thriving center that advances the region's vitality and generates new net revenue for the Port and the region through building on the present maritime industrial job activity and adding employment in emerging industrial sectors that will shape the region's future.**





# Market & Financial Analysis

# Preliminary Findings

- Triple Bottom Line best achieved with dense mix of uses
- Flexibility is paramount
  - *Projected 10-20 year build-out*
  - *Uses must be mission appropriate*
  - *Uses need to be market driven*
  - *New uses sensitively integrated with existing uses*



# Market Research

- **Industrial Market Study**
  - *Scoped jointly with the City*
  - *Traditional industry (e.g., manufacturing, maritime, warehousing, distribution, basic industries)*
  - *Emerging industry (e.g., high tech, R&D, biotech, life sciences, advanced technologies)*
- **Commercial Analysis**
  - *Office*
  - *Retail*
- **Residential Analysis**

# EIS Process



# EIS Process

- Analysis includes a range of options and mix of uses
  - *Industrial, research & development, office, retail, residential*
- No preferred alternative identified at the outset
- Full EIS analysis will inform Port's decision-making process

# Range of EIS Alternatives

	Alternative 1 Max Dev. w/out Res.	Alternative 2 Max Dev. with Res.	Alternative 3 Med Dev. w/out Res.	Alternative 4 Med Dev. with Res.	Alternative 5 Industrial Current Regs.	Alternative 6 No Action As Is
North Bay s.f.	4.3 M	4.3 M	3.2 M	3.2 M	1 M	0
Industrial Manufacturing	✓	✓	✓	✓	✓	
R&D Lab	✓	✓	✓	✓	✓	
Office	✓	✓	✓	✓	✓	
Retail Goods & Services	✓	✓	✓	✓	✓	
Residential		✓		✓		
New Open Space / Public Amenities	✓	✓	✓	✓		
Total Study Area s.f.	6.9 M	6.9 M	5.0 M	5.0 M	1 M	0

# **Fiscal & Economic Impact Analysis**

# Fiscal & Economic Impact Analysis

	Alternative 1 Max Dev. w/out Res.	Alternative 2 Max Dev. with Res.	Alternative 3 Med Dev. w/out Res.	Alternative 4 Med Dev. with Res.	Alternative 5 Industrial Current Regs.	Alternative 6 No Action As Is
Direct Jobs <sup>1</sup>	12,500	8,000	9,000	6,500	2,500	0
Tax Revenue <sup>2</sup>	\$ 266 M	\$ 222 M	\$202 M	\$ 152 M	\$ 72 M	\$ 2.5 M

1. North Bay site only
2. 25-year NPV of total revenues (one-time plus recurring) for city, county & state



# Framework Development Plan

# History + Evolution – 1969

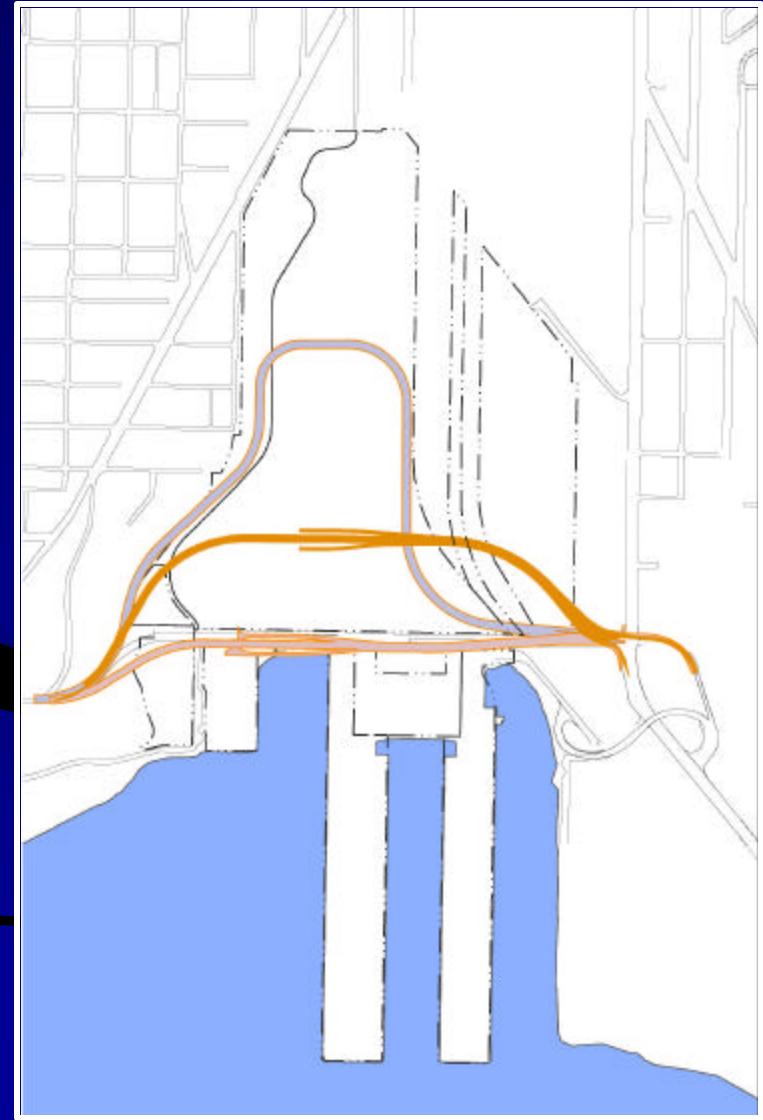


# History + Evolution – 2000



# Key Theme: Flexibility

- **Work with certainty and accommodate uncertainty – i.e. Magnolia Bridge options**





# Key Theme: Unique Opportunity

- Recognize North Bay as the confluence of Urban, Water and Natural Systems – a unique place representing a unique opportunity



# **Key Theme: Evolving Identity**

- **Preserves and enables the existing North Bay industrial core**
- **Maximizes development flexibility by limiting specific parcelization**
- **Defines a new identity for North Bay**



# Existing Tenants – Activity Zones



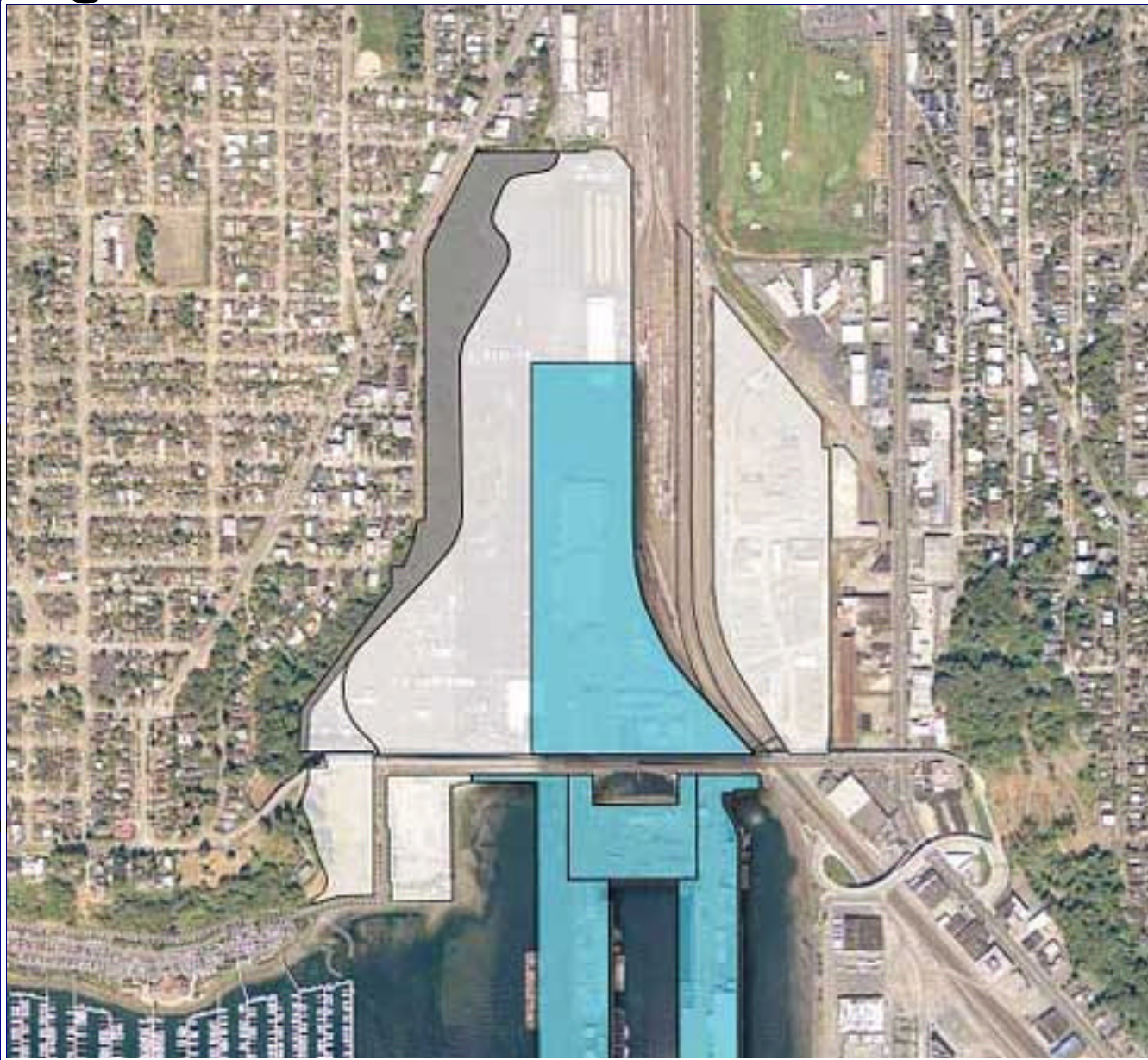


# Project Area – Greenbelt





# Project Area – Uses to Remain





# Developable Area





# Key Infrastructure – Expanded Greenbelt





# Key Infrastructure – Pedestrian Spine





# Key Infrastructure – Green Parkway



# Key Infrastructure – Green Corridor

The Green Corridor

Primary Access Corridor “Parkway”



A multi-functional corridor from which most of the transportation flows:

- **Automobile Access Role** – access to mixed use activity linking waterfront to north parcels
- **Identity Role** – gateway to future North Bay development zones
- **Green Role** – a long linear open space including environmental interface



# The Green Parkway



## Primary Access Corridor

- Integrated vehicular, pedestrian and open space systems extending along the western edge of North Bay at the base of the Magnolia hillside



# Service Utility Spine



# Service Utility Spine

## Primary Service Corridor

- Clear and easy truck ingress / egress including a centralized utility distribution system





# Road Network & Amenities





# Linkages and Connections



**Pedestrian connections through North Bay  
linking North Bay to the Armory site**



# Waterfront Orientation



**The Green Parkway terminating at *waterfront* featuring views toward a working waterfront**



# Community Connections



**A neighborhood view and pedestrian connection to North Bay from Magnolia – opportunities for passive recreation, retail / commercial activities and waterfront connections**

# Transit Hub

Future Waterfront Trolley

Commuter Rail

Future Monorail



# Framework Development Plan





# Project Timeline and Schedule



# What's Next

- **Continue Master Planning**
- **Complete Market Research**
- **Comp Plan Milestones**
  - *UDP Committee (March/April '05)*
  - *Full Council (Sept. '05)*
- **EIS Process**
  - *Draft EIS (April '05)*
  - *Final EIS (July '05)*

# Questions

